Visiting Professor Program
Academic year 2022/2023

TEACHING COMMITMENT: 20 hours

COURSE TITLE
Corporate Governance and Business Strategy

TEACHING PERIOD
1st term

SCIENTIFIC AREA
Business Management

LANGUAGE USED TO TEACH
English

COURSE SUMMARY
The course emphasizes key hallmarks in strategic management/analysis and corporate governance. From one hand, the part on strategy (corporate and business) is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation. From the other hand, the part on corporate governance aims to outline the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading.

LEARNING OBJECTIVES
At the end of the course, the student should be able to:
- Acquire the fundamentals of strategic analysis (analysis of internal and external environment);
- Acquire key tools for taking strategic decisions in the current dynamic environment;
- Understand how to take relevant decisions based on strategic analysis;
- Know key hallmarks in corporate governance.
TUTORSHIP ACTIVITIES
There will be a tutor providing support to students on case studies, exercises and other activities.

LAB ACTIVITIES
N/A

OTHER ACTIVITIES BESIDES THE COURSE
PhD students and research fellows will present research and case studies to increase the quality of the learning experience.

VISITING PROFESSOR PROFILE
Excellent teaching and publication record in English.

CONTACT PERSON AT THE DEPARTMENT
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